

Amendments of the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (CURRENTLY AMENDED) A display device which includes a driver circuit (1) and a display (2) with a plurality of rows R and columns C, where a number p indicates the number of simultaneously driven rows, where the rows R and the columns C can be driven by means of voltage values of the equally high voltages F and G_{MAX} , and where the display has a multiplexibility of $m \geq R$, and wherein the display device derives the number p of simultaneously driven rows from the display size to be driven, and is configured to adaptively be selected the number p of simultaneously driven rows in dependence on response to a change in a display mode that controls the display size to be driven, and wherein the driver circuit (1) includes a plurality of voltage driver stages (buffers) that can be for generating corresponding partial voltage values for driving the display (2), and is configured to selectively switched off driver voltage stages in response to a change in the selected number p of simultaneously driven rows such that the number of partial voltage values that are available for driving the display (2) during the display mode varies in dependence on the optimal number p of to-be-simultaneously driven rows selected for the display mode, which is derived from the display size.

2. (CURRENTLY AMENDED) A display device as claimed in claim 1, characterized in that the ~~optimum~~ number p of rows to be simultaneously driven is derived from the display size to be driven during a partial display mode or from a sub-region of the display.

3. (ORIGINAL) A display device as claimed in claim 1, characterized in that a sequence for the supply of the image data to be displayed from a memory (9) is the same for all values p.

4. (ORIGINAL) A display device as claimed in claim 1, characterized in that the simultaneously driven rows p can be subdivided into p_{max}/p sub-regions for an optimum value p that is smaller than the maximum value p_{max} .

5. (CURRENTLY AMENDED) A driver circuit which includes a plurality of voltage driver stages for generating a plurality of partial voltage values in order to drive a display with rows R and columns C, where the voltage driver stages are configured to be selectively and
switched off in response to a change in a display mode that controls the display size such that the
number of partial voltage values available for driving the display during the display mode varies
in dependence on the display size and on an ~~optimum~~ number p of simultaneously driven rows
that is ~~dependent~~ derived therefrom.